

Alexandria Commission for the Arts - Meeting
Regular Meeting - Tuesday, July 16, 2024
7:00 – 9:30 pm
Virtual Meeting

- I. Call to Order (Chair Brian Kelley called the meeting to order at 7:01pm)
- II. Roll Call
- III. Public Comment
- IV. Approval of Minutes
 - a. Tuesday, June 19, Regular Meeting (approved)
- V. Chair Report (Attachment 1)
- VI. Committee and Liaison Updates
 - a. City Council Committee – Dawn Rogala
 - b. Arts Alliance Liaison – Stacey Becker
 - c. Coffee with Abdel Elnoubi – Brian Kelley, Catherine Dehoney
- VII. Time and Place Public Art Task Force
 - a. Work Plan and Concept Approval (approved: Attachment 2)
- VIII. Vision Zero Public Art Task Force
 - a. Artist Selection Approval (approved: Attachment 3)
- IX. Site See Public Art Task Force
 - a. Appointment of Two Commissioners to Task Force (Commission appointed Marcee Craighill and Paul Painter)
- X. Office of the Arts Staff Updates
 - a. Office of the Arts Division Update (Attachment 4)
- XI. New Business
- XII. Good of the Order and Announcements
- XIII. Adjournment

**This July meeting is virtual. Staff shall provide links to Commissioners and the public.

Chair Report

July 2024

Introduction

For our July meeting we will be remote/virtual. Please keep an eye out for something from staff that will contain links to the meeting, as only staff have the means to setup meetings. Staff will also be sending out memos for public art and the Waterfront that I recommend you go over prior to the meeting.

I hope everyone has been managing staying cool over these last few weeks. In my personal life, I have learned a bit more than I used to about routine AC maintenance, and find those splooting squirrels less comedic and more stoic. That noted, we have had some great public events recently, notably the Torpedo Factory Art Center reception for Silas Baker's new mural (Friday, July 12) and Alexandria 275th Anniversary (Saturday, July 13). Depending on when you are reading this, I hope that you can go/enjoyed it.

Annual Report

The Executive Committee is drafting the Annual Report. As a reminder, we always like to include photos from throughout the year, such as at parades and receptions. Please share them with the Executive Committee. Also, any Chairs of Committees should include a brief update that can be included into the Annual Report. We would these materials by the start of August, if possible.

Task Forces and Waterfront

We have several task force items for July. For Time and Place, we will be considering the work plan and concept for approval. For Vision Zero, we will be considering artist selection for approval. Finally, we have two vacancies on the Site See. While it may seem that the Site See Task Force is all but done, it will still need to work on the final artist's concept. Given the high public profile of Site See, this task force is one I recommend for Commissioners with either outside visual arts professional experience or prior experience from having served on other public art task forces.

We will also be reviewing the Waterfront Implementation Plan during the Office of the Arts Update. This plan is going around to city boards and commissions. It relates to Site See as the whole area will soon be closed for construction, renovation, and flood mitigation. We as a Commission need to ask if we want to try to continue Site See, and if so, where? Also, this plan does not consider the role of public art once the construction is finished. Do we have any general or specific thoughts about the future of art on the Waterfront that would be worthy of advocacy?

As always, if you have any questions or comments, please feel free to reach out to me.

Sincerely,

Brian Kelley

Chair, Alexandria Commission for the Arts

City of Alexandria, Virginia

Attachment 2

MEMORANDUM

DATE: JULY 16, 2024
TO: ALEXANDRIA COMMISSION FOR THE ARTS
FROM: MEIKA DAUS, PUBLIC ART SENIOR MANAGER, OFFICE OF THE ARTS *MD*
RE: CONCEPT PROPOSAL FOR TIME & PLACE 2024: EXHIBITIONS OF PUBLIC ART AND HISTORY

Request

The City of Alexandria Public Art Program brings forward Dee Dwyer's public art concept for Time & Place 2024 for approval by the Arts Commission.

Background

In February 2024, the Alexandria Commission for the Arts (ACA) approved the Public Art Project Plan for Time & Place, which outlined the goals and process to commission original works of temporary art associated with Alexandria's 275th anniversary. In May 2024, the Alexandria Commission for the Arts approved Dee Dwyer as the selected artist for the project. Since then, Dee Dwyer has visited Alexandria and connected with communities and individuals to better understand histories and personal narratives that might be further explored and celebrated with her public art concept about Alexandrians.

The Project Task Force includes Gayle Converse (former Arts Commissioner), Jason Longfellow (Arts Commissioner), Katherine Glennon (Community Stakeholder), Turner Houston (Community Stakeholder), Linda Powell (Community Stakeholder), Melanie Gonzalez (Project Stakeholder, Office of Historic Alexandria), and Michele Longo (Project Stakeholder, Office of Historic Alexandria). Via Partnership is the public art curator for the project.

Discussion

The goals of *Time & Place 2024* are to:

- Reflect or dovetail with the theme for Alexandria's 275th anniversary, "One Alexandria, Many Stories" by focusing on individuals' stories and capturing a diverse range of voices and experiences.
- Engage an artist or artist team in developing thought-provoking new work that is grounded in community engagement and documents Alexandrians and their stories, both to share with viewers today and to preserve for future generations.
- Support the Alexandria Oral History Center's goal of fostering tolerance, understanding, and a sense of community among residents in Alexandria.
- Foster exploration and generate dialogue about Alexandria's multiple and many-layered stories.
- Result in visually compelling and impactful artworks that attract viewers and pique their interest.
- Be legible and accessible to a broad audience throughout the City of Alexandria.
- Continue to distinguish the Alexandria Public Art Program from its peers in the region and establish national leadership in the field.

The Task Force reviewed these goals when considering the proposed concept. The Task Force members met on July 8, 2024, for a concept presentation by the artist, and unanimously recommended approval of the concept.

Summarized Concept Statement

The focus of this project is to explore and document the diverse experiences of what it means to be a resident of Alexandria, VA. Dee will delve into the personal stories, cultural heritage, and community dynamics that shape the identity of Alexandria's inhabitants. Specifically, the project will engage with various individuals to understand the unique aspects of life in Alexandria, addressing themes such as community cohesion, historical significance, social challenges, and personal milestones.

Dee will focus her research and art production on a maximum of three communities that are less heard in the overall narrative about Alexandria. She is particularly interested in the El Salvadorean Community in Arlandria/Chirilagua, the historical African American Community, and the Pan-African or Ethiopian Community. Her vision is to create a bridge between these communities and Old Town through highlighting these stories and individuals through an inclusive and celebratory event in a highly-visible, highly-trafficked, public space.

The final creation will be a dynamic projection of photos and quotes collected from residents, displayed at Market Square in Old Town Alexandria. The projection will include interactive elements, such as abstract animated frames around photos included within selected projected slides to create an engaging and immersive experience for viewers. The narrative woven through the projection will highlight impactful quotes, soundbites from interviews played through speakers sharing history and personal stories that define the Alexandria experience. The overall video will be approximately 12-15 minutes in length and include a range of 15-30 participants.

The Market Square event is envisioned in an evening in late September or early October (exact dates will be weather dependent). The event will include a night market that includes vendors with a variety of food and cultural items reflective of these highlighted communities.

While the final creation will culminate largely in one event, Dee would like to explore opportunities to have the projection shared at more locations, potentially using the City's Mobile Art Lab. Additionally, she envisions that the work would have an online presence. She will also work with the Office of the Arts on an opportunity to create a publication highlighting her exhibit.

Recommendations

The Task Force recommends approving the proposed concept by Dee Dwyer.

City of Alexandria, Virginia

Attachment 3

MEMORANDUM

DATE: JULY 16, 2024
TO: ALEXANDRIA COMMISSION FOR THE ARTS
FROM: MEIKA DAUS, PUBLIC ART SENIOR MANAGER, OFFICE OF THE ARTS
RE: ARTIST SELECTION FOR VISION ZERO

MD

Background

In May 2024, the Alexandria Commission for the Arts (ACA) approved the Public Art Project Plan for Vision Zero, which outlined the goals and process to commission an original street mural as a pilot asphalt art project in the Warwick Village neighborhood of Alexandria. In June 2024, the City of Alexandria Office of the Arts issued a regional Request for Qualifications (RFQ) for artists/muralists in Virginia, Maryland, and Washington DC. The selected artist will be invited to Alexandria for community engagement in Summer 2024 and finalize the design. The mural is planned to be installed at the intersection of Hickory Street and Kennedy Street by November 2024.

The program goals of this Vision Zero pilot project are to:

- Elevate the importance of safe intersections for pedestrians, cyclists, and motorists.
- Incorporate artwork that is reflective of the neighborhood's identity and celebrates the culture, spirit and/or history of area.
- Help strengthen the sense of community by engaging the local community and neighbors in the public art project.
- Create safer streets for people that follow federal and industry guidance on best practices and address ADA guidelines.
- Develop a pilot project that contributes to research and the larger knowledge base about public art and transportation.

The Alexandria Commission for the Arts previously appointed a Project Task Force for Vision Zero, including Stacey Becker (Arts Commissioner), Hosai Rasuli (former Arts Commissioner), Amy Anda (Community Stakeholder), Casey Kane (Community Stakeholder), Eli Pollard (Community Stakeholder), Alexandria Carroll (The Department of Transportation and Environmental Services), and Daniel Scolese (The Department of Transportation and Environmental Services). Hosai Rasuli did not participate in the artist selection.

Discussion

In response to the RFQ, nineteen (19) artists from the region submitted their qualifications, which were reviewed and scored by the members of the Task Force. The Task Force met on July 10, 2024, to discuss the applications and select the preferred artist.

The Task Force recommends Chelsea Ritter-Soronen for the project. Chelsea is a multi-disciplinary public art creator, organizer and consultant currently living in Washington, D.C. She is the CEO and Founding Principal Artist of Chalk Riot, LLC (est. 2013), an all-women mural production house specializing in pavement art. Her work with Chalk Riot has been featured on PBS Newshour; the Washingtonian; The Washington Post; National Public Radio. In 2023, Chelsea served as a fellow in the Gather International Artivism Fellowship in 2023, representing the United States. In 2019-2021, Chelsea served as a resident artist at the Moonshot Studio at the John F. Kennedy Center for the Performing Arts, where she co-designed arts curriculum experiences intended for public use. She has over fifteen years of professional mural painting experience and serves as a consultant for city agencies on select public art programs. Her independent mural works focus on site-specific history and environmental influences to convey stories about human growth with plant metaphors.

Her rise in thought leadership about pavement artwork has brought her to the TedX stage, the Bloomberg CityLab Conference, and the BuildUp Global Peacebuilding Conference. Chelsea is currently learning Spanish and pursuing a graduate degree in Sustainable Transportation Design from the University of Washington.

After the selected artist is contracted, community engagement will begin and conceptual designs will be created. The conceptual design will be reviewed by both the Project Task Force and the Arts Commission prior to installation.

Recommendations

The Task Force recommends Chelsea Ritter-Soronen for the project.

Attachments

Chelsea Ritter-Soronen Work Samples from Application. (All photos courtesy of Chelsea Ritter-Soronen)
Project Plan for Vision Zero approved on May 21, 2024.



Alma's Intersection

Latex pavement paint on asphalt

8' x 45' x 0"

Artwork for Sale: No

\$7,500.00

2021

Public Art

Art in Public Places: Yes

Location: Washington, DC

Public Art Program: DDOT Arts in the Right of Way (AROW)

Curb extension mural honoring the life, art and lifelong home of Alma Thomas.



Shirley's Song

Latex pavement paint on asphalt

11' x 200' x 0"

Artwork for Sale: No

\$12,500.00

2022

Public Art

Art in Public Places: Yes

Location: Washington, DC

Public Art Program: DDOT Arts in the Right of Way (AROW)

This site-specific design honors DC jazz legend Shirley Horn. She grew up, performed, and attended school nearby. The design reflects sound wave patterns of Horn's music, abstracted into our signature vibrant style, with each element assigned a different element of the music.



Swann Song

Latex pavement paint on asphalt

400' x 6' x 0"

Artwork for Sale: No

\$11,000.00

2023

Mural

Art in Public Places: No

We created 12 separate curb extension murals at this intersection, each one honoring either the ornate architecture of Dupont Circle's nearby Black sororities and fraternities, or the life of America's original drag queen, William Dorsey Swann who lived in the immediate area.



Ginkgo Season

Streetbond 120 on asphalt

8' x 24' x 0"

Artwork for Sale: No

\$9,500.00

2023

Public Art

Art in Public Places: Yes

Location: Washington, DC

Public Art Program: DDOT Arts in the Right of Way (AROW)

This curb extension mural is one of nine between two adjacent intersections. The design pays tribute to the time of ginkgo leaves turning yellow, transforming the sidewalks into a golden dreamscape!



Local Pride

Streetbond 120 on asphalt

4' x 200" x 0"

Artwork for Sale: No

\$12,500.00

2023

Public Art

Art in Public Places: Yes

Location: Washington, DC

Public Art Program: DDOT Arts in the Right of Way (AROW)

This photo shows two curb extension murals of seven at this high-traffic intersection outside of McKinley Tech high school. The splatter painted technique is reminiscent of the joy of LGBTQIA+ pride, and the flowers represent LGBTQIA+ history, as well as the pink triangle symbol.

PUBLIC ART PROJECT PLAN

PROJECT PLAN FOR VISION ZERO PUBLIC ART

Approved May 21, 2024

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I. Introduction

The City of Alexandria’s Public Art Implementation Plan outlined a vision and goals for the public art program and established three Creative Directions: Time and Place, Neighborhoods & Gathering Spaces, and Natural and Urban Systems. Within the Natural and Urban Systems portion of the Plan, public art is encouraged to be integrated into transportation infrastructure projects.

The City of Alexandria Public Art Program is coordinating the planning and implementation of public art to support the City’s Vision Zero initiatives. Vision Zero is an international movement founded on the belief that traffic deaths and severe injuries are unacceptable. The FY2024-2026 Public Art Annual Workplan identified Vision Zero coordination as a top public art priority and describes numerous areas for project development and potential for coordination in order to meet the Vision Zero goal of eliminating fatal and severe traffic injuries in the City of Alexandria by 2028.

The Public Art Annual Workplan recommends that a prototype project (or pilot) be initiated. An asphalt art pilot location has been identified through coordination with the Department of Transportation & Environmental Services (T&ES) in an area where curb extensions are planned.

The Public Art Implementation Plan sets out a process for the commissioning of new public art. For each project approved in Public Art Annual Work Plan, the Commission for the Arts appoints a Public Art Project Task Force to advise on the entire project development process. The staff and the Project Task Force develop a Project Plan that sets out the project goals, artist selection process, budget, timeline, and communications strategy. The Project Task Force then selects an artist, through a process set out in the Project Plan. The artist develops a concept, which is then approved by the Project Task Force and the Commission for the Arts.

This document is the project plan for Vision Zero public art.

II. Site and Context

About the City of Alexandria

Alexandria, Virginia is a small historic seaport city of about 158,000 residents located on the Potomac River, minutes from Washington, D.C. It is best known for its historic Old Town but is also home to federal agencies such as the U.S. Patent & Trademark Office, the Defense Department and the headquarters of the National Science Foundation.

About Vision Zero

Vision Zero is a City initiative that is founded on the belief that traffic deaths and severe injuries are unacceptable. For years, Alexandria has been working to reframe the way we think about our streets and redesign them to be safe, accessible, comfortable, and even enjoyable for everyone, regardless of age, ability, or mode of transportation. Part of the City’s Vision Zero philosophy is that no loss of human life is acceptable on our roadways, and that fatalities and severe injuries are not inevitable “accidents”, but crashes that can be prevented by employing a holistic, safe system approach.

For the first time since the City of Alexandria’s Vision Zero goal of eliminating roadway deaths and severe injuries was adopted in 2017, the City ended 2023 with zero fatalities. While this does not necessarily indicate a trend or suggest that the City’s goal has been accomplished, it is a major milestone that demonstrates Vision Zero is achievable.

THE PROBLEM

Over 150 people were killed or severely injured in traffic crashes in Alexandria between 2017 and 2021. These were mothers, fathers, sons, daughters, husbands, wives, friends, neighbors, and colleagues. This exacts a deep

toll, including deep emotional trauma, healthcare expenses, wage and productivity losses, and significant taxpayer spending on emergency response.

VISION ZERO KEY PRINCIPLES

- Traffic deaths and severe injuries are preventable
- Human life and health is the highest priority
- Human beings make mistakes
- The human body is fragile
- Success depends on system-level change, not individual behavior

SAFE SYSTEM APPROACH

A Safe System approach means taking a holistic look at traffic safety. Applying the Safe System approach involves:

- Anticipating human mistakes
- Designing and managing our transportation system so that (a) the risk of mistakes is low; and (b) when a mistake leads to a crash, it doesn't result in fatal or severe injury.

VISION ZERO AS A MOVEMENT

Vision Zero was first adopted in Sweden in 1997 and has since spread around the world. In the United States, Alexandria is one of over 50 Vision Zero communities.

Integration of Public Art in Vision Zero

In December 2017, City Council adopted Alexandria's *Vision Zero Action Plan*, with a goal to eliminate fatal and severe traffic injuries by 2028. Several components of the Action Plan provide opportunities to utilize artistic intervention:

- The first involves building safe streets for everyone, emphasizing safety treatments and infrastructure projects. Use of art driven interventions to the streetscape can facilitate slower, calmer, and more attractive streets for residents.
- The second focuses on promoting a culture of safety: educating the public about traffic safety, encouraging city-wide, interdepartmental Vision Zero initiatives, and strengthening enforcement.

The Action Plan acknowledges that artistic intervention is a national best practice in enhancing public knowledge of the subject. Projects that engage the public around safety and commemorate those lost or injured are a means by which public education on the subject can be achieved. Alexandria will be following nearby cities (Baltimore, Washington D.C.) and others in utilizing these interventions to help achieve Vision Zero goals.

Artistic interventions can also support Alexandria's GO Alex initiative, which encourages increasing mobility and the improvement of air quality by enhancing walkability, bicycling and public transit usage, thereby reducing automobile dependence. By their nature, artistic interventions that prioritize pedestrian and cyclist safety support the experience of non-automobile dominated mobility. These interventions would therefore make the area more comfortable, safe, and accessible to walk or bike.

During the development of the FY24-26 Public Art Annual Work Plan, T&ES's Vision Zero and Complete Street teams identified potential intersection opportunities, and suggested placemaking/ wayfinding at trailheads and artistic lighting at World Day of Remembrance as additional opportunities.

Examples of opportunities for public art to support these initiatives could include:

- **Barrier Beautification:** Murals painted on protective Jersey barriers beside bike lanes and sidewalks.
- **Streetscape Improvements:** Asphalt art and hardscape improvements, such as curb extensions; wayfinding and signage, planters, painted utility boxes, and boulders that calm traffic.
- **Murals:** Themed to commemorate those lost to traffic fatalities and/or encourage roadway safety.
- **Events:** Commemorating World Day of Remembrance for Road Traffic Victims through temporary art installations, performances and events.
- **Artists in Residence:** Utilizing an artist in residence program to develop artistic interventions such as those above, as well as curriculum and public service materials.

The Annual Work Plan also identified the opportunity to collaborate with artists from Baltimore and Washington to develop toolkits or standard techniques that local artists can learn to implement projects. Also, Vision Zero projects are good opportunities to collaborate with schools and community groups.

[Pilot Asphalt Art Location in Warwick Village and Background](#)

During the development of the FY24-26 Public Art Annual Work Plan, T&ES's Vision Zero and Complete Street teams identified the intersection of Hickory Street and Kennedy Street in the Warwick Village neighborhood as a potential asphalt art location for a Vision Zero pilot project. Asphalt art is a short to medium term public art intervention that can be compatible with other planned traffic control interventions; and is not intended to preclude future permanent intersection improvements, such as curb modifications or new or expanded landscape islands.

The intersection of Hickory Street and Kennedy Street was identified as a location of concern by Warwick Village residents in February 2023. The intersection has numerous pedestrians and bikes hourly and over 1,200 vehicle users per day. Speeding on Kennedy Street and the size of the intersection make it hard and uncomfortable for people walking to cross. It is also difficult for drivers to understand who has the right-of-way.

In 2023, City staff coordinated with residents on identifying options to address safety for all users. Measures that are being implemented in Spring 2024 include:

- **Curb Extensions:** The existing medians from the northside service roads and southwest corner of the intersection will be extended to help reduce active time that pedestrians are in the roadway as well as reduce vehicle turning speeds.
- **High-Visibility Crosswalks:** In addition to the "Stop for Pedestrians in Crosswalk" plaques, the high-visibility crosswalks increase driver attentiveness and visibility of pedestrian crossings.
- **Mini-Roundabout / Traffic Circle:** The roundabout improves intersection flow of the intersection while also reducing conflict points with all users and reducing vehicle speeds, thereby lowering the risk of injury-related crashes.

[About Warwick Village](#)

Warwick Village History and Community

Warwick Village is named for the Warwick Estate, the country home of 19th century DC businessman and philanthropist Frank Hume. In the 1950s, Warwick and its surrounding property were sold for development (the estate, which had been on the 2900 block of Landover Street, was demolished in 1953). Originally a development of rental homes, it was converted to townhomes for sale in the 1970s.

Warwick Village Community

Warwick Village is a highly walkable and neighborly community. Residents can join the Warwick Village Citizens Association and community pool. Residents are also active in the nearby community of Del Ray.

(Source: <https://www.thegoodhartgroup.com/neighborhoods/warwick-village/>)

For more information about Warwick Village and its history, please visit the following links:

- Warwick Village Citizens Association: <https://www.warwickvillage.org/>
- Where We Live | Warwick Village in Alexandria, Va.: <https://wapo.st/3UKG9aR>

III. Standards and Best Practices for Artistic Interventions in the Roadway

Manual on Uniform Traffic Control Devices (MUTCD): Section 3H.03. Aesthetic Surface Treatments

The MUTCD was revised in December 2023 to include guidance regarding aesthetic treatments of roadway surfaces and the surrounding streetscape. That MUTCD guidance is below:

Section 3H.03 Aesthetic Surface Treatments

Support:

- 01 Aesthetic surface treatments are sometimes used between the transverse lines within a crosswalk, in islands, in medians, in shoulders, within sidewalk extensions designated by pavement markings, or in other areas outside of the traveled way.
- 02 Common examples of materials used as aesthetic surface treatments include brick, paving bricks, paving stones, or other materials designed to simulate such paving. Some examples of geometries for aesthetic surface treatments include honeycomb, lattice, mesh, grid, and regular polygon patterns.
- 03 Surfaces with individual units laid out of plane and those that are heavily-textured, rough, or chamfered, could increase rolling resistance and subject pedestrians who use wheelchairs to the effects of vibration; it is desirable to minimize surface discontinuities.
- 04 Common examples of colors for aesthetic surface treatments incorporated into the material or geometry are brick red, rust, brown, burgundy, clay, tan, or similar earth-tone equivalents (see Figure 3H-1).

Standard:

- 05 **Aesthetic surface treatments shall not interfere with traffic control devices.**
- 06 **Aesthetic surface treatments shall not be of a surface that can confuse pedestrians with vision disabilities that rely on tactile treatments or cues for navigation.**
- 07 **Colors used for aesthetic surface treatments shall be outside the chromaticity coordinates that define the ranges of acceptable colors for traffic control devices.**
- 08 **Patterns that constitute a purely aesthetic surface treatment shall be devoid of advertising and shall not contain elements of retroreflectivity.**
- 09 **Patterns that constitute a purely aesthetic surface treatment for the interior area of a crosswalk shall not be designed to encourage road users to remain in the crosswalk, engage or interact with the pattern, or otherwise inhibit users from crossing the street in a safe and efficient manner.**

Guidance:

- 10 *Aesthetic surface treatments should not use colors or patterns that degrade the contrast of markings used to delineate an area, or that might be mistaken by road users as a traffic control application.*
- 11 *To provide contrast, a gap of at least one-half the width of the white transverse line used to establish the crosswalk, but not less than 6 inches, should be used between the white crosswalk lines and the aesthetic surface treatment, such as unmarked pavement or a black contrast line (see Section 3A.03).*
- 12 *To provide contrast, a gap of at least the width of the longitudinal line used to establish the area should be used between the longitudinal line and the aesthetic surface treatment, such as unmarked pavement or a black contrast line (see Section 3A.03). If the longitudinal line is a double line, the gap should be at least the width of one of the lines that makes up the double line.*
- 13 *Aesthetic surface treatments should not contain pictographs, illustrations, or symbols.*

Bloomberg Philanthropies: Asphalt Art Safety Study

This Bloomberg Study published in 2022 was designed to address this need and provide a quantitative assessment of multiple asphalt art projects to determine their impact on roadway safety. The analysis found significantly improved safety performance across a variety of measures during periods when asphalt art was installed.

Comparing the average of crash rates for before-after analysis periods, results from the Historical Crash Analysis include:

- 50% decrease in the rate of crashes involving pedestrians or other vulnerable road users
- 37% decrease in the rate of crashes leading to injuries
- 17% decrease in the total crash rate

Similarly, the Observational Behavior Assessment indicates:

- 25% decrease in pedestrian crossings involving a conflict with drivers
- 27% increase in frequency of drivers immediately yielding to pedestrians with the right of way
- 38% decrease in pedestrians crossing against the walk signal

Case Studies

The project team evaluated the following asphalt art case studies in the preparation of this project plan.

- Art in the Right-of-Way Toolkit (Baltimore, MD): [made-you-look_art-in-the-right-of-way-toolkit.pdf \(mica.edu\)](#)
- Color the Curb (Washington, DC): [Color the Curb: 2023 | Public Space Activation \(dc.gov\)](#)
- Bloomberg: [Asphalt Art | Bloomberg Philanthropies](#)
- Painted Intersection Programs (Milwaukie, OR and Seattle, WA):
<https://www.milwaukieoregon.gov/communitydevelopment/painted-intersection-program>
<https://www.seattle.gov/documents/Departments/SDOT/SRTS/CAM2506.pdf>
- The City Repair Project (Portland, OR): [Street Painting FAQ — The City Repair Project](#)

IV. Maps, Photos, and Exhibits

Public Art Pilot Location



Location



Existing Conditions

Hickory Street and Kennedy Street Neighborhood Mini-Roundabout Concept

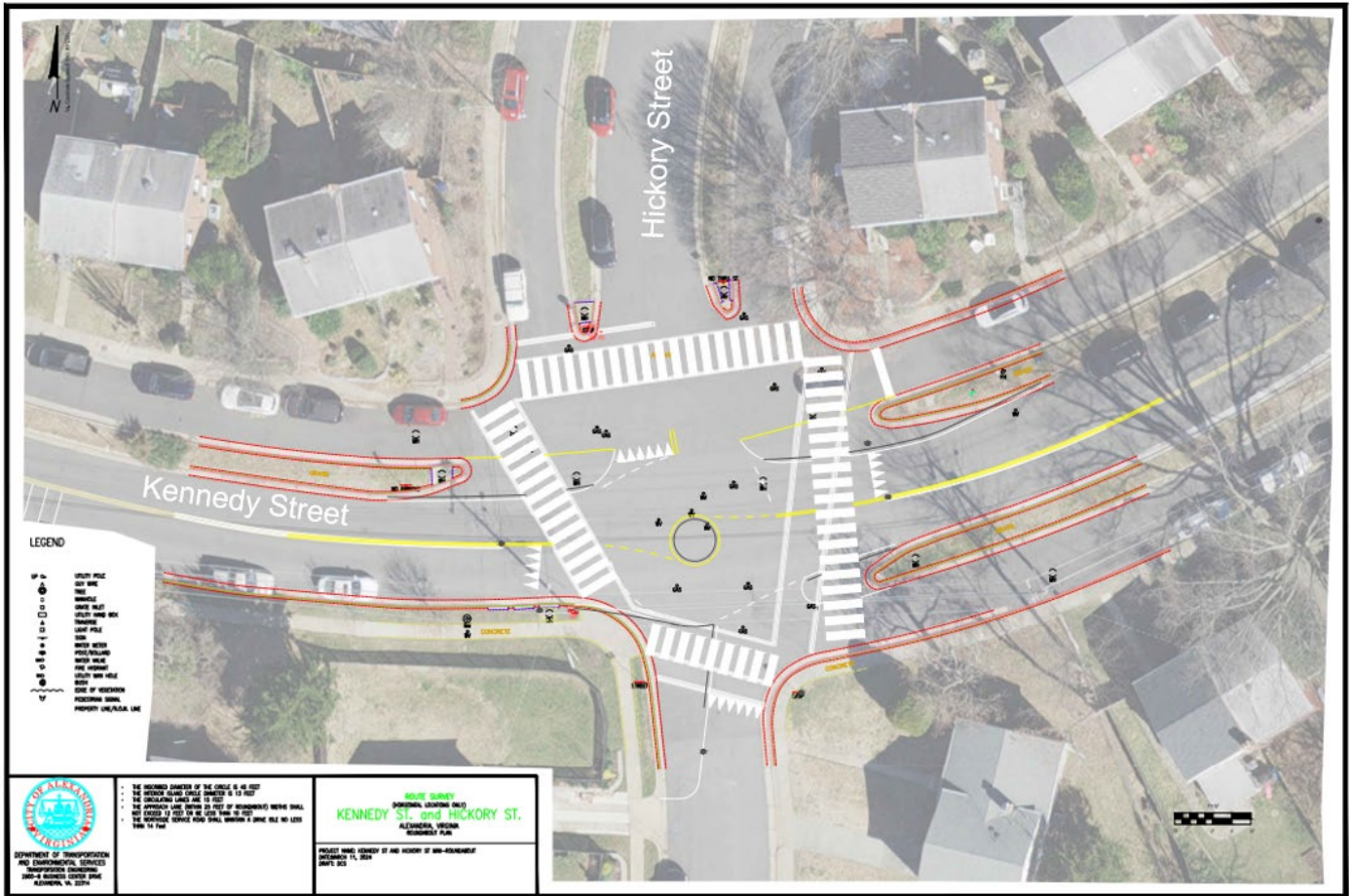
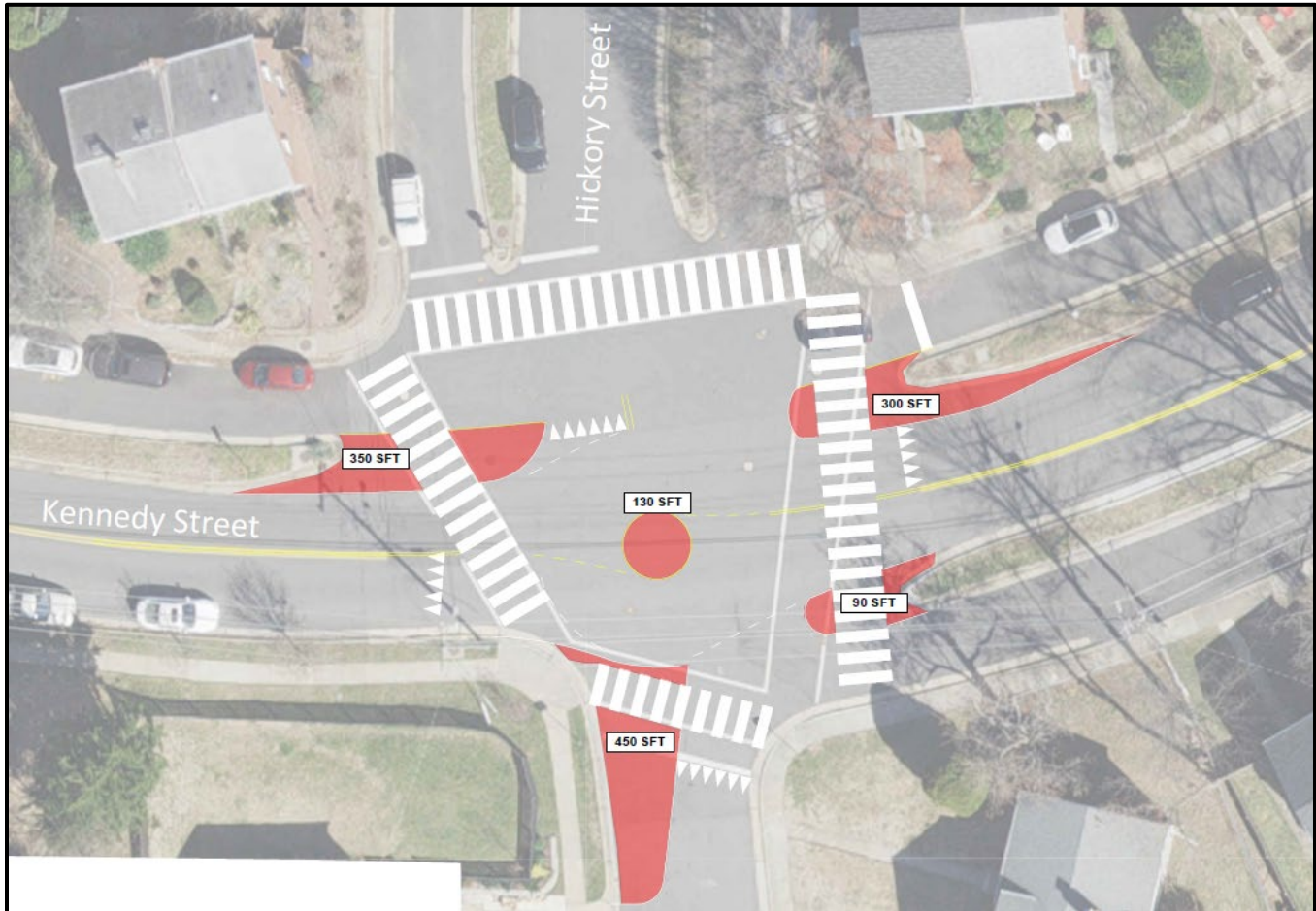


Exhibit Showing Potential Locations for Asphalt Art within the Mini-Roundabout Design



The shaded red areas show the approximate locations for asphalt art. The shaded areas total approximately 1,320 square feet. Asphalt art locations are subject to change due to final engineering of the mini-roundabout, which is being designed and installed in Spring 2024.

V. Goals

The Alexandria Public Art Program is interested in commissioning an artist to create and install an asphalt art design at the pilot project location. The program goals of this Vision Zero pilot project are to:

- Elevate the importance of safe intersections for pedestrians, cyclists, and motorists.
- Incorporate artwork that is reflective of the neighborhood's identity and celebrates the culture, spirit and/or history of area.
- Help strengthen the sense of community by engaging the local community and neighbors in the public art project.
- Create safer streets for people that follow federal and industry guidance on best practices and address ADA guidelines.
- Develop a pilot project that contributes to research and the larger knowledge base about public art and transportation.

VI. Project Scope

- The design of the mural should be appropriate for-all audiences.
- Designs should be colorful and bold to allow for viewing from a distance.
- The selected artist will be required to meet with the community prior to beginning mural installation, and the conversations may inform the concept design.
- The location of the artwork will be generally as shown on *Exhibit Showing Potential Locations for Asphalt Art within the Mini-Roundabout Design*, which is subject to modifications due to final engineering of the mini-roundabout.
- Paints must be approved by the City prior to installation and should be selected based on their durability for use on asphalt.
- The artwork must comply with Manual on Uniform Traffic Control Devices (MUTCD) standards.

The City will assist with street closures, permits, and site preparation costs (specifically power washing). Areas with curb extensions will include flex posts provided by the City. The City will make an effort to retain the completed artwork for between 2 and 5 years. Public art in this location is not intended to preclude the City from completing more permanent intersection improvements at this location in the future, such as permanent curb modifications or expanded or new landscape islands.

VII. Selection Process

For the Vision Zero project, the Office of the Arts will issue a regional call for artists living and working in Virginia, Maryland, and Washington D.C. Finalists will be selected and given the opportunity to come to Alexandria and visit the pilot project location, meet with staff, and interview with the Task Force. Artists will be encouraged to provide information about how they may choose to engage with the community as a part of the art-making process, which may include opportunities during the design and/or installation process.

Vision Zero Task Force

The Vision Zero Task Force helps shape the Project Plan, and recommends selection of the artist and approval of concept.

The two Commission for the Arts representatives on the Task Force are:

- Stacey Becker
- Hosai Rasuli

The Community Stakeholders for the Task Force include:

- Amy Anda
- Casey Kane
- Eli Pollard

Project Stakeholders for the Task Force include:

- Alexandria Carroll, The Department of Transportation and Environmental Services
- Daniel Scolese, The Department of Transportation and Environmental Services

Artist Selection Process

An open call process will be used to select artists for the project.

In accordance with the Public Art Implementation Plan and Policy, the Office of the Arts, will draft a Request for Qualifications (RFQ) based on the information provided in the Project Plan. This call will be issued via an online application system (Café – callforentry.org). Interested artists/artist teams will be welcome to submit a letter of interest, qualifications, work samples, and a statement indicating their approach to community engagement for the project.

The Task Force will review the applications and qualifications and recommend an artist for the project. The selected artist/artist team will be approved by the Commission for the Arts.

The selected artist/artist team will develop a Concept Proposal in collaboration with the Office of the Arts staff, consultants, and other partners. The Concept Proposal will include a rendering, narrative description, and fabrication method. The Concept Proposal will be reviewed for feedback by the Task Force and be recommended for approval by the Commission for the Arts prior to execution.

VIII. Timeline

May 2024	Task Force reviews and approves Project Plan*
May	Project Plan submitted to Commission for the Arts for approval
May/June	Staff develops call to artists for review by Task Force*
June	Issue Call for Artists via Café (callforentry.org)
June/July	Review qualifications and select artist/artist team (optional interviews)*
July	Task Force Recommends Artist*
July	Arts Commission Approval of Artist(s)
July/August	Artist contract and work plan submitted
August	Community Engagement
September	Artist presents concept for Task Force approval*
September	Concept approved by Commission for the Arts
September	Artist submits final design for technical review
October	Installation
TBD	Post installation observation of the pilot public art project.*
TBD	Establish a process and framework for future Vision Zero public art projects in the right-of-way that includes guidelines, standards, roles and responsibilities.*

**identifies steps with which the Public Art Task Force has a role.*

IX. Budget

The project plan recommends the following budget for pilot project:

Final design, fabrication & installation	\$20,000
Community participation and engagement (managed by Public Art Program)	\$5,000
Total	\$25,000

X. Community Engagement, Marketing and Communications

Community engagement, marketing and communications should be geared toward engaging with existing stakeholders and community members, as well as bringing new audiences to experience the artwork.

Stakeholders

Community engagement, marketing, and communications should build upon the existing stakeholder base for art and tourism in Alexandria and include additional community members and stakeholders in the area of the pilot project. These will include, but are not limited to, representatives from:

- Alexandria City Public Schools Students
- Del Ray Artisans
- Del Ray Business Association
- Duncan Branch Library
- Mount Vernon Recreational Center (RPCA),
- Transportation and Environmental Services
- Warwick Village Citizens Association

Marketing and Communications

The Office of the Arts staff will develop a marketing and communications strategy for the public art. Information/materials should be provided in languages relevant to the nearby communities. The marketing plan will include:

- Web-based information about the project.
- Social media.
- Print materials to be distributed at local events.
- Media releases to local publications and blogs.
- Lawn signs
- Including the project on the Public Art Archive ([Alexandria Public Art - Public Art Archive](#))
- Warwick Village Citizens Association Newsletter

OFFICE OF THE ARTS DIVISION SUMMARY

This summary is a brief narrative of activities and actions that have been taken since the previous Division Update. The Office of the Arts ACA Update is also shared with other Recreation, Parks & Cultural Activities commissions and staff and becomes part of the monthly minutes for the Arts Commission. If you have any questions or require additional information/clarification, please review the following section(s) of this report or contact the appropriate staff in the Office of the Arts.

Highlights

- Artist Silas Baker completed the mural installation at Torpedo Factory Art Center. Titled *Efflorescence* the mural has been a great addition to Union Street and the Art Center.
- Our latest grant for [Arts Enrichment Programs for Youth](#) launched on July 15th. Applications are due by 5 p.m. on Friday, August 16th.
- Save the date: September 13, 14, and 15 to celebrate Torpedo Factory Art Center's 50th anniversary weekend.

Public Art At-A-Glance:

Public Art Project	Status
Wilkes Street Park	Developing the Concept Proposal
Colasanto Spray Park	Fabrication
South Circle Park (Block 32)	Developing the Final Design
West End Transitway	Approving the Contract
Torpedo Factory Garage Door Mural	Completed
Time & Place 275 th	Developing the Concept Proposal
Del Pepper Community Resource Center	Setting Project Goals & Parameters
Site See 2025	Developing the Concept Proposal
Vision Zero	Selecting the Finalists

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PUBLIC ART PROJECTS

Wilkes Street Park

Lead Agency

Office of the Arts

Artist

Eto Otitigbe

Project Scope

Commission permanent public art for the redesigned park

Task Force Members

Chris Kurowski, Marcee Craighill, Ana Vicinanza, Sydney Strickland, and Tanya Quinteros

Current Status (per project development process)

Developing the Concept Proposal

Next Steps

The park will experience further design development which will require additional community engagement and a redesign of the artwork. Staff will work to identify community members to serve on the Task Force.

Anticipated Completion

TBD



Colasanto Spray Park

Lead Agency

City of Alexandria Park Planning

Artist

Béatrice Coron

Project Scope

Commission a permanent artwork for redesigned park space and gateway

Task Force Members

Beth Znidersic, Amol Deshpande, Bernard Johnson, Gayle Reuter

Current Status (per project development process)

Fabrication

Next Steps

Béatrice has begun fabrication of the stelles. Due to procurement delays, the construction of the park may be later than originally anticipated.

Anticipated Completion

Summer, 2025 (revised)



PUBLIC ART PROJECTS, cont'd

South Circle Park (Block 32)

Lead Agency

Office of the Arts

Artist

DeWitt Godfrey

Project Scope

Commission an artist to join the park design team and design public art for South Circle Park.

Task Force Members

Tiffany Williams, Dawn Rogala, Tristan Wright, Robert Arzola, Don Hoover, Ana Vicinanza

Current Status (per project development process)

Developing the final design

Next Steps

DeWitt will continue to work with the design team to complete the final drawings for the park.

Anticipated Completion

Summer 2024 (final design)



West End Transit Corridor

Lead Agency

Transportation & Environmental Services (T&ES)

Artist(s)

TBD (multiple artist will be selected)

Project Scope

Work with T&ES to integrate new public art into the project.

Task Force Members

Brian Kelley, Trena Raines, Gus Ardura, Donna Fossum, Reginald Arno, Christopher Zeimann

Current Status (per project development process)

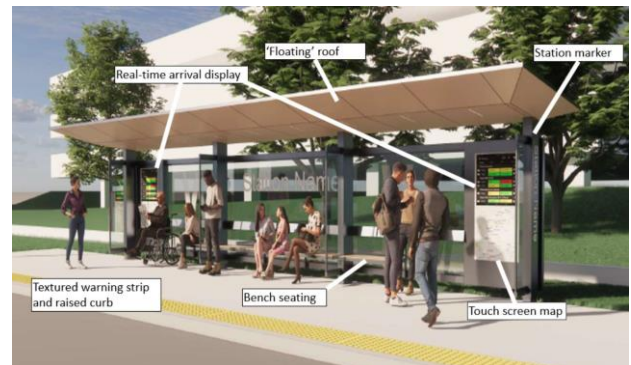
Approving the Contract

Next Steps

Staff is developing the artist contracts and will host a virtual meeting with the artists during the summer.

Anticipated Completion

Varied



PUBLIC ART PROJECTS, cont'd

Torpedo Factory Art Center Garage Door Mural

Lead Agency

Office of the Arts

Artist

Silas Baker

Project Scope

Paint a mural on the new garage door on Union Street at Torpedo Factory Art Center.

Task Force Members

Marcee Craighill, Paul Painter, Taylor Chauncey, Saya Behnam, Jacqueline Michel, Lisa Schumaier, Matt Wise

Current Status (per project development process)

Completed!

Next Steps

The mural has been installed and accepted by the City.



Time & Place Alexandria's 275th & America's 250th

Lead Agency

Office of the Arts

Artist(s)

TBD

Project Scope

Commission public art projects that foster exploration and dialogue about our region's history and its continued reverberations within our community today specifically tied to Alexandria's 27th anniversary in 2024.

Task Force Members

Jason Longfellow, Gayle Converse, Michele Longo, Melanie Gonzalez, Katherine Glennon, Turner Houston, Linda Powell

Current Status (per project development process)

Developing the Concept Proposal

Next Steps

Dee Dwyer has presented her concepts to the Task Force and will be brought to the Arts Commission for approval in July.

Anticipated Completion

April – October 2024



Del Pepper Community Resource Center

Lead Agency

Office of the Arts

Artist

TBD

Project Scope

Commission an original work of public art for the main lobby and adjoining wings of the Center.

Task Force Members

Brian Kelley, Chris Kurowski

Current Status (per project development process)

Setting Project Goals & Parameters

Next Steps

Staff will convene the task force to develop the project plan.

Anticipated Completion

TBD



PUBLIC ART PROJECTS, cont'd

Vision Zero

Lead Agency

Office of the Arts

Artist(s)

TBD

Project Scope

Commission a pilot/prototype project to establish criteria, guidelines, or a similar decision-making framework that could be considered for future projects that support the Vision Zero belief that traffic deaths and severe injuries are unacceptable.

Task Force Members

Stacey Becker, Hosai Rasuli, Alexandria Carroll, Daniel Scolese, Casey Lane, and Eli Pollard

Current Status (per project development process)

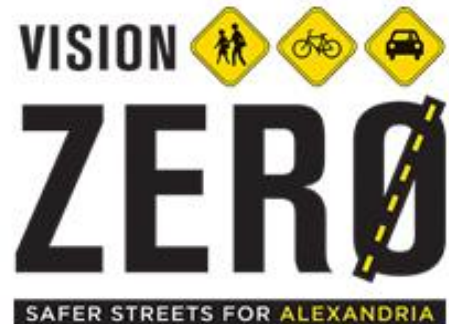
Selecting the Finalist

Next Steps

The Task Force has reviewed and scored applications and their recommendation will be brought to the Commission for approval in July.

Anticipated Completion

Fall 2024



Site/See: New Views in Old Town 2025

Lead Agency

Office of the Arts

Artist

Nekisha Durrett

Project Scope

Commission new, temporary, site-specific public art for Waterfront Park at the foot of King Street for 2025.

Task Force Members

Claire Mouledoux, Clint Mansell, Jack Browand, and Nicole McGrew

Current Status (per project development process)

Developing the Concept Proposal

Next Steps

Nekisha has had a tour and met with key staff and community members and will present a concept proposal by September, 2024.

Anticipated Completion

March 2025



Public Art Task Force Roster

Public Art Project Task Forces

The Commission for the Arts will form an ad hoc Public Art Project Task Force for each project that the Program undertakes. The ad hoc Task Force will convene on an as needed basis to advise on the development of each project. The Task Force will: Advise Office of the Arts staff on the development of Public Art Project Plans and recommend the Plan to the full Commission; Review artist portfolios and recommend selection of an artist to the full Commission; Report to the Commission on its activities on a monthly basis, and; Review artist concepts and recommend approval of concepts to the full Commission.

Site/See: New Views in Old Town Task Force

1. TBD (Arts Commissioner)
2. TBD (Arts Commissioner)
3. Jack Browand (proj. stakeholder)
4. Claire Mouledoux (proj. stakeholder)
5. Clint Mansell (comm. stakeholder)
6. Nicole McGrew (comm. stakeholder)

South Circle Park Task Force

1. Dawn Rogala*
2. TBD (Arts Commissioner)
3. Don Hoover (proj. stakeholder)
4. Ana Vicinanza (proj. stakeholder)
5. Tristan Wright (comm. stakeholder)
6. Robert Arzola (comm. stakeholder)

TFAC Garage Door Mural Task Force

1. Marcee Craighill*
2. Paul Painter*
3. Lisa Schumaier (proj. stakeholder)
4. Saya Behnam (proj. stakeholder)
5. Taylor Chauncey (comm. stakeholder)
6. Jaqueline Michel (comm. stakeholder)

Pepper Community Resource Center Task Force

1. Brian Kelley*
2. Chris Kurowski*
3. TBD (proj. stakeholder)
4. TBD (proj. stakeholder)
5. TBD (comm. stakeholder)
6. TBD (comm. stakeholder)

Vision Zero Task Force

1. Stacey Becker*
2. Hosai Rasuli*
3. Alexandria Carroll (proj. stakeholder)
4. Daniel Scolese (proj. stakeholder)
5. Casey Lane (comm. stakeholder)
6. Eli Pollard (comm. stakeholder)

West End Transit (WET) Corridor Task Force

1. Trena Raines*
2. Brian Kelley*
3. Reginald Arno (proj. stakeholder)
4. Christopher Ziemann (proj. stakeholder)
5. Donna Fossum (comm. stakeholder)
6. Gus Ardura (comm. stakeholder)

Wilkes Street Park Task Force

1. Chris Kurowski*
2. Marcee Craighill*
3. Ana Vicinanza (proj. stakeholder)
4. Sydney Strickland (proj. stakeholder)
5. Tanya Quinteros (comm. stakeholder)

Del Ray Gateway Task Force

1. TBD (Arts Commissioner)
2. TBD (Arts Commissioner)
3. Beth Znidersic (proj. stakeholder)
4. Amol Deshpande (LSG) (proj. stakeholder)
5. Gayle Reuter (comm. stakeholder)
6. TBD (comm. stakeholder)

Time & Place Task Force

1. Jason Longfellow*
2. TBD (Arts Commissioner)
3. Michele Longo (proj. stakeholder)
4. Melanie Gonzalez (proj. stakeholder)
5. Gayle Converse (comm. stakeholder)
6. Katherine Glennon (comm. stakeholder)
7. Turner Houston (comm. stakeholder)
8. Linda Powell (comm. stakeholder)

*Arts Commissioner

Public Art Planning & Project Development Process

	DESCRIPTION
Identifying the Project in the Annual Plan	<ul style="list-style-type: none"> Projects are identified in the Public Art Workplan, a document developed annually by the Office of the Arts with input from the Workplan Task Force. The Public Art Workplan is approved by the Arts Commission and by City Council.
Setting Project Goals and Parameters	<ul style="list-style-type: none"> Once a project has been initiated, the Arts Commission establishes a Public Art Project Task Force specifically for that project. Office of the Arts staff, with input from the Project Task Force, develops a Public Art Project Plan. This plan includes goals, location, timeline and budget; the artist selection process and community engagement process; and a list of internal and external stakeholders for the project. The Project Plan is approved by the Arts Commission.
Developing the Artist Pool	<ul style="list-style-type: none"> Based upon the approved Project Plan, the Office of the Arts develops a pool of artists and collects qualifications for the Project Task Force to review. The pool of artists can be collected through an open competition, pre-qualified artist list, curatorial process or invitational. Artist qualifications generally include a cover letter from the artist expressing their interest in the project, a resume, and examples from the artist's portfolio with a corresponding description of each project.
Selecting the Finalists	<ul style="list-style-type: none"> The Project Task Force reviews artist qualifications based on criteria outlined in the approved Project Plan. Depending on the process in the approved Project Plan, the Project Task Force can select a single artist based upon qualifications, or a small number of finalists (generally three to five).
Selecting the Artist	<ul style="list-style-type: none"> If finalists are selected, they may be: <ul style="list-style-type: none"> Paid a stipend to develop a concept proposal and present that proposal to the Project Task Force. Interviewed by the Project Task Force. A combination of the above. The Project Task Force recommends selection of an artist to the Arts Commission based upon the Concept Proposal and/or interview.
Approving the Contract	<ul style="list-style-type: none"> The Office of the Arts develops a contract agreement with the artist. The agreement is approved by the City Manager or City Council, depending on the size of the contract.
Approving the Concept Proposal	<ul style="list-style-type: none"> The selected artist develops a Concept Proposal, if that was not a part of the artist selection phase. The Office of the Arts facilitates community engagement conducted by the artist as part of their process of developing a Concept Proposal. The Project Task Force reviews the Concept Proposal and recommends it to the Arts Commission for approval.
Approving Final Design	<ul style="list-style-type: none"> The Office of Arts conducts a review of the final design documentation provided by the artist for both technical considerations and to ensure it is in conformity with the approved concept proposal. The Office of the Arts facilitates technical reviews by other City staff as required. The Office of the Arts signs off on the Final Design.
Fabrication	<ul style="list-style-type: none"> In most cases, the artist is responsible for fabrication. The Office of the Arts monitors fabrication to ensure it is on schedule and in conformity with the approved design. In some cases, the Office of the Arts will play a more direct role in overseeing the fabrication of artwork, with the artist acting in an advisory role.
Installation	<ul style="list-style-type: none"> The Office of the Arts works with the artist, relevant City Departments, and other stakeholders to schedule and facilitate installation.

ARTICLE K - Alexandria Commission for the Arts¹¹

• **Sec. 2-4-90 - Creation, composition and organization.**

(a) There is hereby established a standing commission known as the Alexandria Commission for the Arts.

(b) The commission shall consist of 16 members to be appointed by the city council. The composition of the commission shall be as follows:

- (1) four members shall have expertise in the arts, including, but not limited to, arts educators, professional practitioners of various art disciplines and professional administrators working in the arts;
- (2) three members shall have specific expertise in visual arts either as professional practitioners of visual art, curators of visual art, or as professional arts administrators currently working in the field;
- (3) three members shall represent the public at large, as arts consumers or participants;
- (4) three members shall be professionals in fields relevant to arts and cultural development, including cultural planning, marketing, finance, funding, tourism, promotion, non profit organizational development, and real estate development;
- (5) two members shall be professionals in the field related to the visual appearance of the cityscape, such as architecture, environmental design, landscape architecture or urban design; and
- (6) one member shall be a student who resides in the city and attends a high school located in the City of Alexandria.

(c) Members of the commission shall be appointed in the manner prescribed by article A of this chapter. The members shall serve for a term of three years, except in the case of an appointment to fill the unexpired portion of a term. (Ord. No. 3782, 2/25/95, Sec. 1; Ord. No. 4482, 5/12/07, Sec. 1; Ord. No. 4920, 1/24/15, Sec. 1)

• **Sec. 2-4-91 - Function; powers; duties.**

(a) The functions of the commission shall be as follows:

- (1) to advise city council with regard to policies that will strengthen the arts and further public access to the arts and cultural matters identified by the city council;
- (2) to establish and periodically review criteria and standards for arts grant applications for city funds and accountability for the use of such funds; the allocation from such funds to eligible organizations and activities as may be appropriated by the city council for such purpose;
- (3) to review the public art annual work plan as developed by the office of the arts and a work plan task force and make recommendations to the city council as part of the budget process;
- (4) to review and approve public art project plans for specific public art projects, and to review and approve artist selection and concept development;
- (5) to create committees and task forces, as necessary, to focus on public art project development and artist selection;
- (6) to review proposals for donations of public art and commemorative art and make recommendations to the city council;

- (7) to collaborate with the office of the art on public art project evaluations; and
 - (8) to support public communication and outreach as related to the arts and;
 - (9) to serve as citizen liaisons to city planning initiatives when public art is involved.
- (b) The commission is empowered to adopt rules and regulations in regard to procedure and other matters so long as the same are not inconsistent with the city code, including, but not limited to, the establishment of committees, through which to carry on its functions and purpose.
- (c) A commission chair, vice-chair and secretary shall be elected annually by the commission members at the organization meeting designated in the commission's bylaws. (Ord. No. 3782, 2/25/95, Sec. 1; Ord. No. 4482, 5/12/07, Sec. 1; Ord. No. 4920, 1/24/15, Sec. 1)